



KNXV

## ORDER

Print Date 07/06/12

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Flight Dates 07/09/12-07/16/12

KNXV-TV  
PHOENIX

Contract / Revision 303931 / Wil Cardon for Senate 2012

Original Date / Revision  
07/06/12 07/06/12

Advertiser Cardon / Republican / Senat

Product  
Wil Cardon for Senate 2012

Agency Com 15%

Billing Contact

PO Box 288  
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

500 N Washington Street - Suite #31  
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # TV: 7090716 15's

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	32	\$12,877.50	\$15,150.00	0.00	06/25/12	07/16/12	32	\$12,877.50	\$15,150.00
Totals	32	\$12,877.50	\$15,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	07/09/12	07/13/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1-1-1--	:15/:15	3	\$250.00	P-3	0.00	BK	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/09/12	07/15/12	1-1-1--		3		\$250.00		0.00					
N 2	KNXV	07/16/12	07/16/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1-----	:15/:15	1	\$225.00	P-3	0.00	BK	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/16/12	07/22/12	1-----		1		\$225.00		0.00					
N 3	KNXV	07/09/12	07/12/12		CM	7am-9am	11-1---	:15/:15	3	\$300.00	P-3	0.00	BK	3	\$900.00



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**KNXV-TV  
PHOENIX**

Contract / Revision 303931 Flight Dates 07/09/12-07/16/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 15's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11-1---					3	\$300.00		0.00			
N 4	KNXV	07/16/12	07/16/12	M-F 7-9am M-F 7-9am	CM	7am-9am	1-----	:15/:15	1	\$225.00	P-3	0.00	BK	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$225.00		0.00			
N 5	KNXV	07/09/12	07/13/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1-1-1--	:15/:15	3	\$400.00	P-6	0.00	BK	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	1-1-1--					3	\$400.00		0.00			
N 6	KNXV	07/16/12	07/16/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1-----	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			
N 7	KNXV	07/10/12	07/13/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-11--	:15/:15	3	\$400.00	P-6	0.00	BK	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1-11--					3	\$400.00		0.00			
N 8	KNXV	07/16/12	07/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-----	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			
N 9	KNXV	07/09/12	07/13/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-1-1--	:15/:15	3	\$600.00	P-3	0.00	BK	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	1-1-1--					3	\$600.00		0.00			
N 10	KNXV	07/16/12	07/16/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-----	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			
N 11	KNXV	07/14/12	07/14/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S-					1	\$250.00		0.00			
N 12	KNXV	07/15/12	07/15/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S					1	\$250.00		0.00			
N 13	KNXV	07/09/12	07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11--1--	:15/:15	3	\$800.00	P-3	0.00	BK	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11--1--					3	\$800.00		0.00			
N 14	KNXV	07/16/12	07/16/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	1-----	:15/:15	1	\$750.00	P-3	0.00	BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$750.00		0.00			
N 15	KNXV	07/14/12	07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S-					1	\$450.00		0.00			



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Contract / Revision **303931** Flight Dates **07/09/12-07/16/12**

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 7090716 15's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
N 15	KNXV	07/14/12	07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	-----S-		1				\$450.00		0.00			
N 16	KNXV	07/09/12	07/13/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-1-1--	:15/:15	3	\$800.00	P-6	0.00	BK	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	1-1-1--		3				\$800.00		0.00			
N 17	KNXV	07/16/12	07/16/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-----	:15/:15	1	\$850.00	P-3	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/12	07/22/12	1-----		1				\$850.00		0.00			
N 18	KNXV	07/15/12	07/15/12	Su 4pm/430pm News Su 4pm/430pm News	CM	4-430pm/430pm-5p (4:00 PM-4:30 PM)	-----S	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	-----S		1				\$150.00		0.00			

\*Tax 1 Note: Tax 0.5%.